

NOMINATION FOR AWARD

AWARD Air Force Public Affairs Director's Excellence Award		CATEGORY (If Applicable) Media Relations	AWARD PERIOD 1 Jan - 31 Dec 02
RANK/NAME OF NOMINEE (First, Middle Initial, Last) 377th AirBase Wing Public Affairs		SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU Air Force Material Command
DAFSC/DUTY TITLE		NOMINEE'S TELEPHONE (DSN & Commercial) DSN 246-5991, commercial (505) 846-5991	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE 377 ABW/PAM, 200 Wyoming SE, Kirtland AFB NM 87117			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Col Kathleen D. Close, DSN 245-7377, commercial (505) 846-7377			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
<p>Overall Effectiveness of Program: <i>PA strengthened relationships to better deliver the Air Force story</i></p> <ul style="list-style-type: none"> -377th PA personifies Total Force attitude daily in AF's most diverse base, supporting 16 PA offices and 76 federal government, 384 associate units---many with no PA office and heavy media attention --When AETC wing on base had no PA for six months, 377th took control, handling all media queries -Inputs to local media reach entire state and bordering residents, encompassing over 1.5 million people -Local NBC, ABC, Fox, CBS/CNN affiliate broadcasters, state's two largest newspapers, AP, local major radio groups, NPR affiliate, nation's largest-audience Spanish language TV channel all serviced --Marketed 52 story ideas, netting 147 placements in New Mexico, 8 went national, 1 international -Rapid, thorough responses to 325 queries further enhanced open, easy relationship of good faith and trust with local media...first-name basis with staff gives easy access to state's largest radio news --Local media never hesitates to request education on myriad AF programs due to excellent relations -Candid treatment of scandalous senior AF-member drug bust led to textbook minimal exposure -Several escorts and thorough education of NM's only military reporter during prep for ORI led to large front page feature story/photos during inspection, energizing troops & educating New Mexicans -Seized opportunity to herald Kirtland's part in war on terrorism when 377th Security Forces trained in anti-terrorism class administered by former head of Israeli Secret Service---all local outlets covered -Media reported on State Dept. anti-drug crop duster training here; more war-on-terror press for KAFB -Fielded Washington AP query insinuating government's prior knowledge of Oklahoma City bombing --Extensive research of facts and frank, candid dialogue with reporter effectively terminated suspicion <p>Research and Planning: <i>Large media events provided opportunity for NM to get to know its Air Force</i></p> <ul style="list-style-type: none"> -Promoted and coordinated far-reaching media attention of posthumous Air Force Cross presentation --Assertively courted media from several areas with ties to recipient, many came hundreds of miles --Carefully set up several interviews with family members, former co-workers, spotlighting AF hero -Worked with New Mexico veterans groups to involve media for Memorial Day, Veterans Day, Pearl Harbor Day, and POW/MIA Day activities, garnering unprecedented attendance and media coverage --Secured media sponsorship for Memorial Day events, bringing hundreds to memorial ceremony -Fourth of July celebration brought over 100,000 people on base in new atmosphere of tight security --Effective use of local media kept attendance high as revelers felt safe on base despite terrorism fears -Anticipated 9/11 anniversary queries and had messages ready for all local media and some nationals --Many outlets reported our tighter security, contributions to war on terror, judicious use of reservists <p>Program Execution and Evaluation: <i>PA is constantly evaluating and improving its output and reach</i></p> <ul style="list-style-type: none"> -Story idea on 1st female aerial gunner resulted in tremendous media response: local newspapers & TV ran story, as well as papers in Europe & S. America; showcased AF opportunities open to women -Assisted AF Safety Center in using big local story to talk about its mission: car involved in notorious four-fatality accident donated to AFSC to train accident investigators--all local media told AFSC story -Summer wildfires devastated NM in 2002; all local media reported KAFB support of slurry bombers -Assisted base agencies in telling media of test bed projects that detect weapons of mass destruction -Coordinated 10 reporters covering Presidential visit, all noticed streamlined procedures since last visit <p>Innovativeness of Program: <i>Consistently finding new ways to utilize media for higher purposes</i></p> <ul style="list-style-type: none"> -Promoted great story of local reservist deployed for war on terror to illustrate DoD's careful execution of the war: Special Forces JA keeps operatives within law of armed conflict, minimizing public dissent -When two KAFB training units were called to rescue sick civilians in the middle of the Pacific, PA got reporters working: PJs returned to phalanx of print and broadcast reporters who told America the story -Used media to assist outstanding Kirtland family in need: couple with two children had quadruplets; local TV station adopted them and their story, gathering vital donations and good, national AF press -Created local media interest in Operation Nighthawk, a deterrent drug-test program targeted at ecstasy use, to broadcast AF message of zero tolerance for drug users...taxpayers reassured of a clean military 			

NOMINATION FOR AWARD *(Continued)*

RANK/NAME OF NOMINEE *(First, Middle Initial, Last)*

377th AirBase Wing Public Affairs

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format) (Continued)*

2nd Lt. Kelley K. Jeter